

MODERN DIGITALIS THERAPY...

reduces dosage  *to milligrams*

... disability  *to hours!*

Simplicity of administration with dosage *by weight* and effect *in hours*—together with virtual freedom from locally induced nausea or vomiting—makes Digitaline Nativelle a preparation of choice wherever and whenever digitalis therapy is indicated.

In developing the first clinically-proven active principle of digitalis purpurea, Digitaline Nativelle has provided the medical profession with a major advance in the treat-

ment of cardiac decompensation. Utilizing the active principle, Digitaline Nativelle acts uniformly whether administered by mouth or by vein.

*Prescribed... for these
5 advantages:*

1. Uniform potency by weight.
2. Identical dosage and effect when given intravenously or by mouth.
3. Virtual freedom from gastric upsets and other untoward side effects.
4. Absorption and action is rapid, uniform, determinable by the clock.
5. Active principle enthusiastically accepted by leading cardiologists.

SIMPLICITY OF ADMINISTRATION

RAPID DIGITALIZATION... 1.2 mg. in equally divided doses of 0.6 mg. at three-hour intervals.

MAINTENANCE: 0.1 or 0.2 mg. daily depending upon patient's response.

CHANGE-OVER: 0.1 or 0.2 mg. of Digitaline Nativelle may advantageously replace present maintenance dosage of 0.1 gm. or 0.2 gm. of whole leaf.

Supplied through all pharmacies in 0.1 mg. pink tablets and 0.2 mg. white tablets—in bottles of 40 and 250. In ampules of 0.2 mg. (1 cc.) and 0.4 mg. (2 cc.)—in packages of 6 or 50. VARICK PHARMACAL CO., INC. (Division of E. Fougere & Co., Inc.) 75 Varick Street, New York, New York.

Digitaline Nativelle

... active glycoside of digitalis purpurea
(digitoxin)

